

### Abstract

A method and apparatus are provided for presenting script to be followed by a telemarketer during a  
5 threaded conversation with a customer. The method includes the steps of recognizing a word content of a response of the customer to a first portion of the presented script and detecting key words and key words in context of the response. The method further includes  
10 the steps of evaluating the detected key words and key words in context to determine an information content, comparing the information content of the evaluated words with an information content of a plurality of expected customer responses and selecting the expected customer  
15 response with a closest relative match and following a script associated with the selected expected customer response of the customer as a second portion of the presented script.

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